PROTEST
STENCIL

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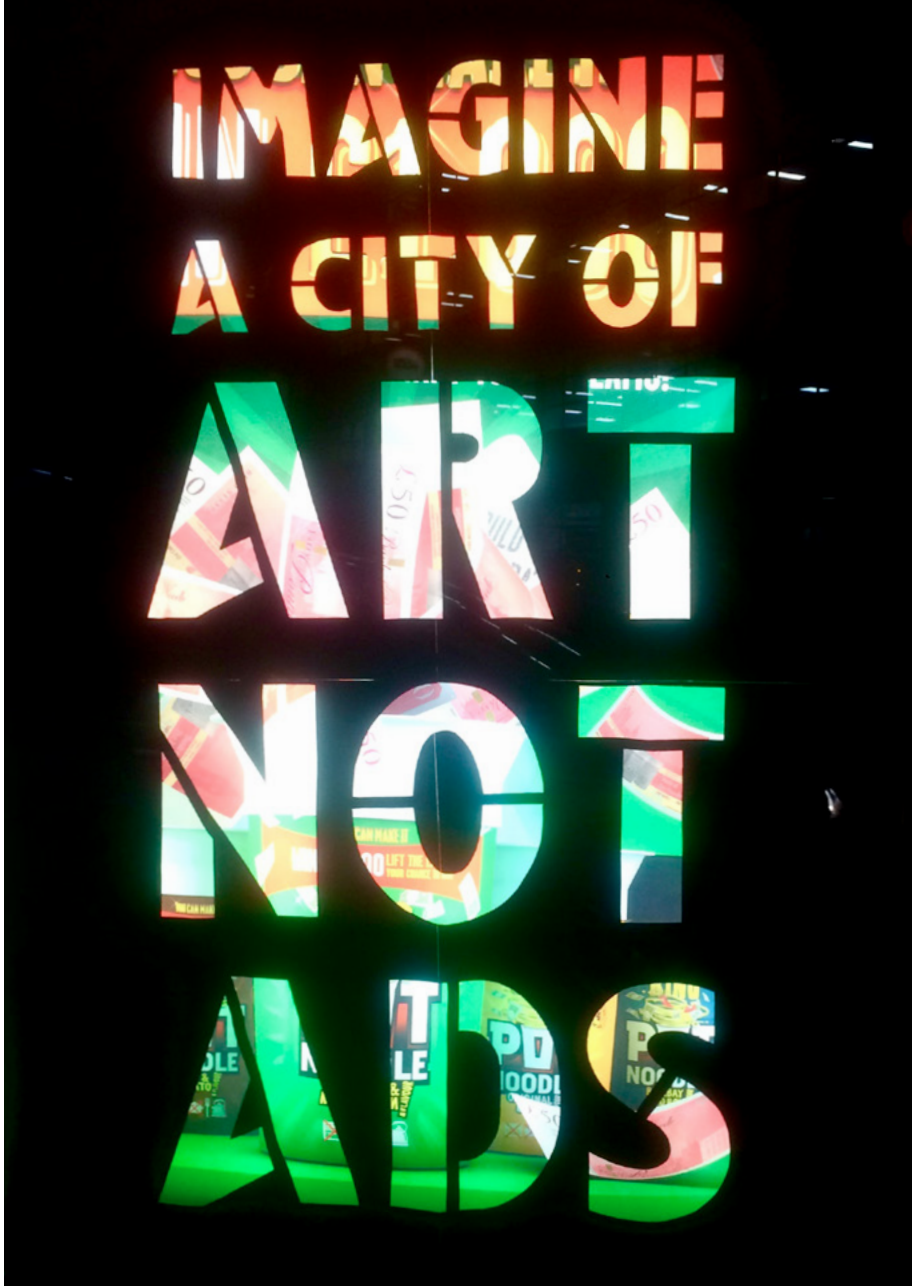


Advertising shits in your head, as John Berger almost said. And the head-shitting corporations act like public space is theirs, to bombard you with ever more inescapable marketing, to tell you that you look wrong, that you need a new phone, that happiness is somewhere else. That if you'd only spend more money (borrow it!), you'd be happier, more beautiful, more satisfied…

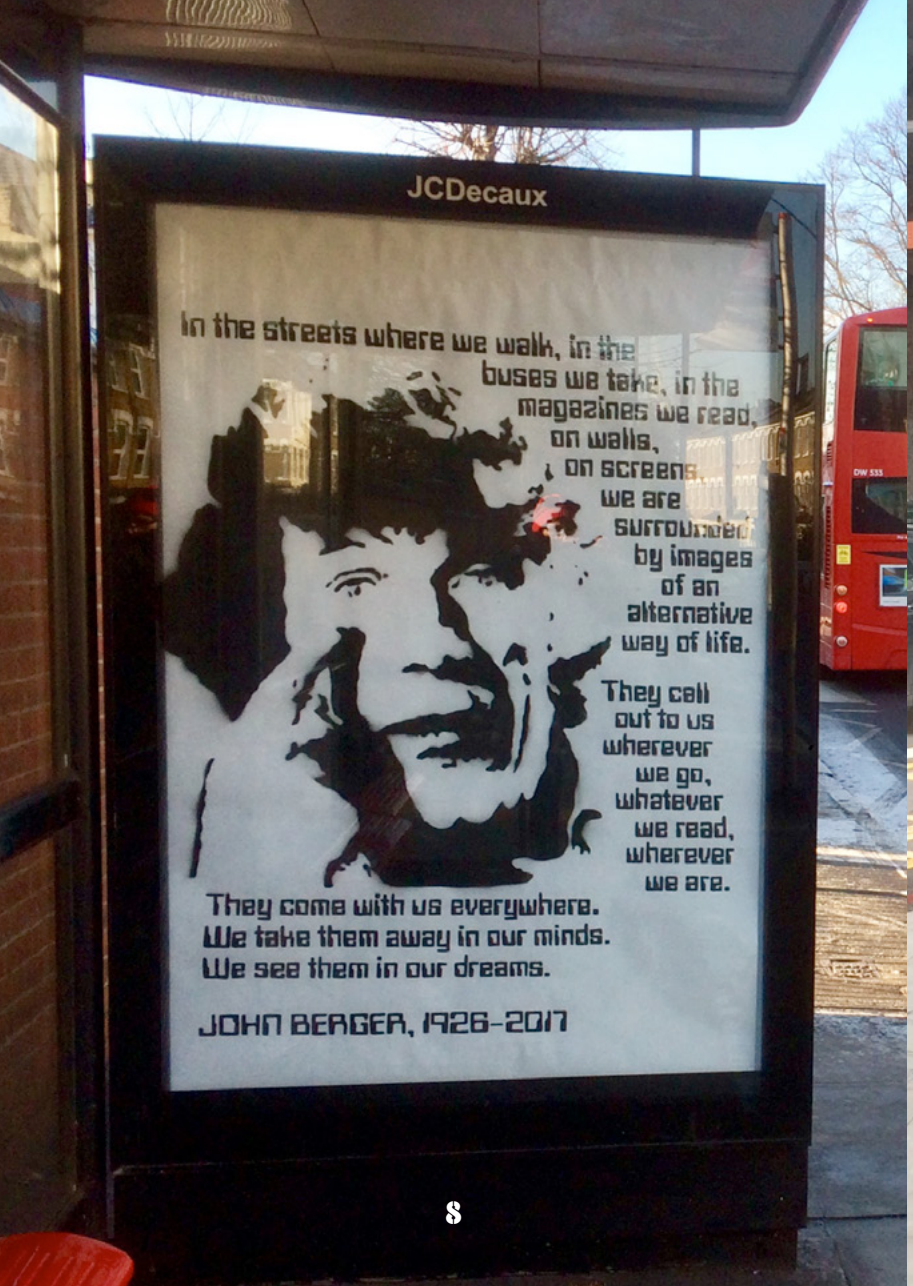
Subvertising gives all this the middle finger, using the very tools the system has created in a neat 'fuck you' back to capitalism.

JC Decaux and their pals have given you the frames, the locations, the protective glass. They've even put in a backlight to show your work at its best. The space is out there, ready and waiting for you to put it to better use...

Take that space and use it to talk about what a different world could look like. A world where there's more to life than the next phone; where you're accepted just as you are; where you won't stand by as fellow human beings are treated as disposable.

Don't have a 'hot take' on an issue? You don't need a hot take! Amplify the messages of those who don't usually get heard. Use that corporate space to tell hard truths about how we got here, about centuries of white supremacy, patriarchy and capitalism, the stuff they conveniently don't put in schoolbooks. Or maybe just tell your mate they're great!

Whether it's the designs, the politics or the cheek, hope this little book inspires you. See you on the streets!


JCDecaux
In the streets where we walk, in the buses we take, in the magazines we read, on walls, on screens, we are surrounded by images of an alternative way of life.
They call out to us wherever we go, whatever we read, wherever we are.
They come with us everywhere.
We take them away in our minds.
We see them in our dreams.
JOHN BERGER, 1926-2017

JCDecaux
Data misuse is not our friend, it's our business model.
facebook

St Thomas' Hospital
County Hall
JCDecaux
TRUMP
IS A
WASTE
MAN

10

Robert Street
JCDecaux
FIRST
THEY CAME
FOR THE
NON-EU
MIGRANTS,
AND I DID NOT
SPEAK OUT...

11

St Thomas' Hospital
County Hall
JCDecaux
JUS
TICE
FOR
GREN
FELL

Scotland Green
JCDecaux
JUSTICE
FOR
MARK
DUGGAN

JCDecaux
WEAR YOUR
POPPY WITH
PRIDE

JCDecaux
NO PRIDE IN
GENOCIDE

JCDecaux
REFUSE.
RETRACT.
RESIST.
SCHOOLS FOR LEARNING,
NOT BORDER CONTROL.
#BOYCOTTSCHOOLCENSUS

JCDecaux
~~Swarm~~
~~Illegal~~
Human
Words are powerful.
Choose them well.
Migration is not a crime.
#NotillegalHUMAN

Waterloo Road
JCDecaux
Home Office
BUILDING AN UNSAFE, UNJUST
AND INTOLERANT SOCIETY

JCDecaux
BUILD A RACIST WALL?
MAY ALREADY DID.
IN CALAIS.

“

Three years ago, I’d just been deported from Palestine after being denied entry & detained, for trying to visit for a week.

Two years ago, my mum’s cousin was shot & killed by an Israeli soldier in Hebron, a city that’s in the West Bank but with a large Israeli settler community.

100 years ago, Arthur Balfour, then British foreign secretary, made a declaration in favour of the ‘establishment in Palestine of a national home for the Jewish people’, stating that the British would ‘use their best endeavours to facilitate the achievement of this object’.

What happened 100 years ago has such clear repercussions to so many people’s lives to this day, some (like me) more privileged than others.

There are Palestinians who became refugees in Syria, and who are now again refugees in Jordan or Lebanon. There are those without any citizenship, who remain perpetual guests in a country. There are those living in cities like Hebron who have to walk down a segregated street to visit family, and who, like my mum’s cousin, can be killed at any moment.

One day we will return, and we’ll distort whole concepts of nationhood & borders to get there.

”

A PALESTINIAN FRIEND IN LONDON WHO WISHES TO REMAIN ANONYMOUS, NOVEMBER 2017

Pratt Street
JCDecaux
NICK CAVE
SOLD OUT
SOLD OUT TO
ISRAELI APARTHEID
19 NOV 2017

Kentish Town Post Office
FREE
AHED
TAMIMI
FREEDOM FOR PALESTINIAN

“

I question why it is so easy to access the advertising cabinets and stick these illegally fly-posted messages behind the Perspex, covering over legitimate and paid for adverts. The operators should also look at installing proper locks to prevent this continuing to occur.

”

ANDREW DISMORE,
LONDON ASSEMBLY MEMBER

0131 0250
JCDecaux
YOU ARE..
SOME
F*#KING
PERSON!
(& WE LOVE
U SO MUCH!)

JCDecaux
MEN'S FLESH
GROUND INTO
SMOOTHIES
#BoggiGentlemanStyle
A GENTLEMAN
KNOWS WHAT
SHE LIKES.
Rule 59
boggi.com
BOGGI
MILANO
LONDON | 49 Jermyn Street | 28 Sloane Square

Kingsway
Holborn Station
JCDecaux
WANT TO HUNT NAZI HIPSTERS?
STOP THE GENERATION IDENTITY CONFERENCE
14TH APRIL
Follow Twitter:@OppGI
THE ESPRESSO ROOM
Award winning speciality
Southampton Row

Tower Hill
Tower Gateway DLR
JCDecaux
CAUTION
CHARITY FAIL
St Mungo's
Home Office
Collaborating to deport rough sleepers.
#CUTTHECOLLABORATION

St Thomas' Hospital
JCDecaux
DORA DOESN'T HAVE THE RIGHT TO:
☒ FAMILY
☒ JUSTICE
☒ VOTE
I ♥ NANAY
DORA CAME TO THE UK TO WORK FOR THE NHS AS A NURSE. SHE LOVES HER JOB BUT MISSES HER HUSBAND AND CHILDREN. SHE WORKS OVER 50 HOURS A WEEK AND STILL DOES NOT MAKE ENOUGH MONEY FOR THE GOVERNMENT TO ALLOW THEM TO JOIN HER.
#VOTE4ALLWOMEN - VOTOPARATODXS
@LONDONLATINXS

“

This year all across the UK people have been celebrating 100 years of the Suffragette movement - 100 years since *some* women got the right to vote.

What is too often forgotten is that not only were working class women left out of this victory, but today migrant and refugee women are still being left out.

London awoke to bus stops telling the stories of four women. They have no right to vote, also no right to safety, justice, freedom, family and health– because they're migrant & refugee women. The state is perpetrating violence against them, and it must stop.

”

LONDON LATINXS MARKING INTERNATIONAL WOMEN'S DAY 2018

THEIR POSTER DESIGN

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SHOUT OUTS

We couldn't fit in all the different campaigns we've been inspired by! Here's a few you might want to look up…

Against Borders for Children	@Schools_ABC (p.16)
Antiraids Network	@AntiRaids
Boycott Divestment Sanctions (BDS) Movement	@BDSmovement
Black Lives Matter UK	@ukblm
Campaign Against the Arms Trade	@CAATuk
Close the Camps (Australia)	@ClosetheCamps
DecrimNow	@ukdecrimnow
DocsNotCops	@DocsNotCops
End Deportations	@EDeportations
End Police Violence	@LCAPSV (p.13)
Feminist Fightback	@femfight
Justice for Grenfell	@officialJ4G (p.12)
London Anti-fascists	@ldnantifascists (p.28)
London Latinxs	@londonlatinxs (p.30)
London Mining Network	@londonmining
London Palestine Action	@LondonPalestine (p.24)
North East London Migrant Action	@NELMAcampaigns (p.29)
Network for Police Monitoring	@policemonitor (p.13)
PACBI	@PACBI (p.22)
People & Planet	@peopleandplanet (p.17)
Sisters Uncut	@SistersUncut
SOAS Detainee Support	@sdetsup
SWARM	@SexWorkHive
Unis Resist Borders	@UnisNotBorders
United Families & Friends Campaign	@UFFCampaign (p.13)
United Voices of the World	@UVWUnion

For everything subvertising, including all the how-to guides you could ever want, check out Brandalism (@BrandalismUK), Subvertisers Intl (@SubvertisersInt), Special Patrol Group (@SpecialPatrols) and of course Dog Section Press (@dogsectionpress). Oh, and then get busy!

DOG SECTION PRESS

£2